

The Arts Create Jobs, Tax Revenues, Economic Vitality

The arts industry employs a significant number of people. In addition, a large amount of employment is generated indirectly by businesses including everything from print shops to restaurants whose ultimate customers are arts organizations or their employees. Artists are also employers of other people. Artists spend money on supplies, materials, equipment, machinery, services, travel, education, wardrobe and other work-related needs. All this economic activity results in significant state and local spending, taxes and community health and vitality.

FACTS

- **Jobs:** The arts and culture industry supports **400,000 full time equivalent jobs in California**. California has more artists than any other state
- **Economic activity:** This industry **generates \$16.75 billion in annual economic activity** in California (not including artists and the entertainment industry): **\$6.65 billion** in spending by arts organizations (as employers and consumers); and **\$10.1 billion** in event related spending by audiences
- **State taxes:** This industry **generates \$830 million in state income**
- There are an estimated **10,000 public benefit (nonprofit) arts organizations in California**. State and local governments benefit from individual income tax paid by employees of these 10,000 businesses.
- **Tourism: The Arts & Culture sector of the tourism industry tops \$17 billion. One out of every four dollars spent on tourism is spent on a cultural event.**
- **Creative industries: The entertainment and high tech industries are two of the primary economic engines that drive California's economy.** Commercial television, film, recording and high-tech industries benefit from the ways in which public benefit arts organizations develop and allow creative employment for artists from set designers to graphic artists, from theater managers to lighting technicians to software programmers – the arts fill the job pool.
- **Downtown vitalization: Many cities in the nation have included the arts and culture as central to their downtown redevelopment and revitalization**, making city centers pedestrian-friendly magnets for music, theater, dance and the visual arts, dining and entertainment, and public festivals. The heart of a city brings people together and encourages the mix of cultural lifestyles. A lively downtown enhances the image of a community and attracts visitors. check out [\[http://www.glendaleca.com/redev_faq.asp\]](http://www.glendaleca.com/redev_faq.asp)
- **Cultural Districts:** As anchors for downtown redevelopment, a cultural district serves as a well-known, labeled, mixed-use area with a concentration of cultural attractions. Check out: http://www.americansforthearts.org/issues/comdev/comdev_article.asp?id=209